Complete Guide to A+ Content for Brand Owners

Training Content

After reading this guide you know:

- **WHAT** A+ Content is

- **WHY** you should add A+ to your listings

- **HOW** to add A+ Content step-by-step

- A+ **Best Practices**

Please note: This feature is only available to Professional sellers who have been approved as brand owners through the Amazon Brand Registry process, as well as emerging brand owners who are part of certain managed selling programmes, such as Launchpad and Amazon Exclusives. Once you've been approved, you'll only be able to add A+ content to products that are part of your approved brand catalogue.

Tip: If you have registered your brand but still do not have access to A+, login to your Brand Registry account and click on **Support > Contact Brand Support**.

WHAT is A+ Content?

A+ Content allows you to highlight your products and share your brand story by adding customized descriptions including images and text placements on your product detail page. This way you can better connect customers with your brand and answer product questions before customers ask them. Basic A+ content is available to all selling partners at no cost.

Brand: Nutravita

Brand: Beechmore Books London

Please note: A+ content will replace the current plain-text product description. Ensure that your A+ content includes all the necessary details from the plain-text product description field if you feel that they are needed.

WHY should you add A+ Content?

TELL YOUR PRODUCT / BRAND STORY

Sharing your brand's story and educating customers about your product helps build brand awareness with customers . The A+ content tool allows you to do this by adding rich images, text, and comparison modules to engage customers.

POTENTIALLY INCREASE TRAFFIC AND SALES

Adding high quality A+ content to the detail page for your product can improve your product discoverability and potentially increase your sales by 5.6%* by providing more details that can help convince customers to make a purchase decision.

REDUCE CUSTOMER RETURNS & NEGATIVE FEEDBACK

Providing customers with more information about your product, including specific feature details and functionality, helps them make a more informed purchase decision, which can lead to fewer returns and fewer negative customer reviews from unsatisfied buyers.

ENCOURAGE REPEAT PURCHASE BEHAVIOR

Sharing your brand story and more information about your products can drive customers to explore your other products and increase repeat purchases from your brand, helping to develop a loyal customer base.

* Results are compiled from studies performed by Amazon in 2018. Results vary depending on the quality of content, price of product, and the product category and are not a guarantee of future sales

HOW to add A+ Content?

STEP 1: In Seller Central navigate to 'Advertising' tab and click on '**A+ Content Manager**'.

Catalogue	>
Inventory	>		TODAY'S SALES
Pricing	>
Orders	>
Advertising	>	Campaign Manager ☑
Stores	>	Measure non-Amazon ads
Growth	>	A+ Content Manager
Reports	>	Vine
Performance	>	Deals
Partner Network	>	Vouchers
B2B	>	Prime Exclusive Discounts
Brands	>	Manage Promotions
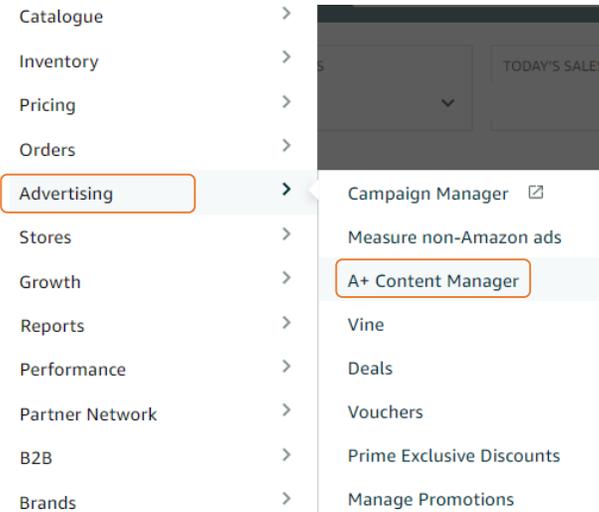
STEP 2: To initiate A+ content creation …

• Click on '**Start creating A+ content**' button.
• Use the **"search for an ASIN or product name**" field to either view existing content or to initiat**e** the A+ content creation workflow this way.
• Check out A+ recommendations on top of the page and click „**Create A+**" to create A+ content for these ASINs or click „**view more recommendations**"

A+ Content Manager Training

Q Search for ASIN or product name   or   **Start creating A+ content**

Use the A+ Content Manager to add rich content to the detail page that showcases your brand and educates customers about product features.

Take the following actions to update existing or add new A+ content to potentially increase your sales by 5%* View more recommendations

| #1 Recommendation | #2 Recommendation | #3 Recommendation |
| Hide   Create A+ | Hide   Create A+ | Hide   Create A+ |
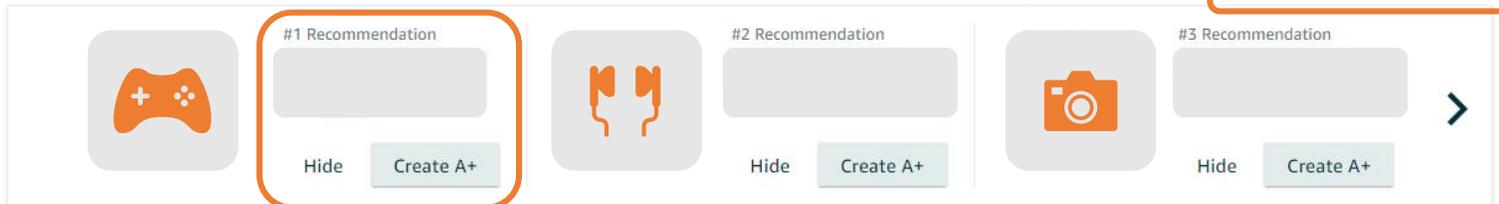
* The primary purpose of A+ content is to aid in conversion. We recommend combining A+ content with other programmes such as ads, deals, or coupons to help with discoverability. Recommendations are ranked by page views. The 5% increase is an average from a 2018 analysis of 100K+ US ASINs over a 90 day period, and not a guarantee of future sales. Results may vary based on factors such as content quality, product price and category.

Content (0)

Q Find content   ☐ Show auto-created content ⓘ   ‹ 1 ›

| name ▽ | type ▽ | language ▽ | ASINs | last modified ▽ | status ▽ |
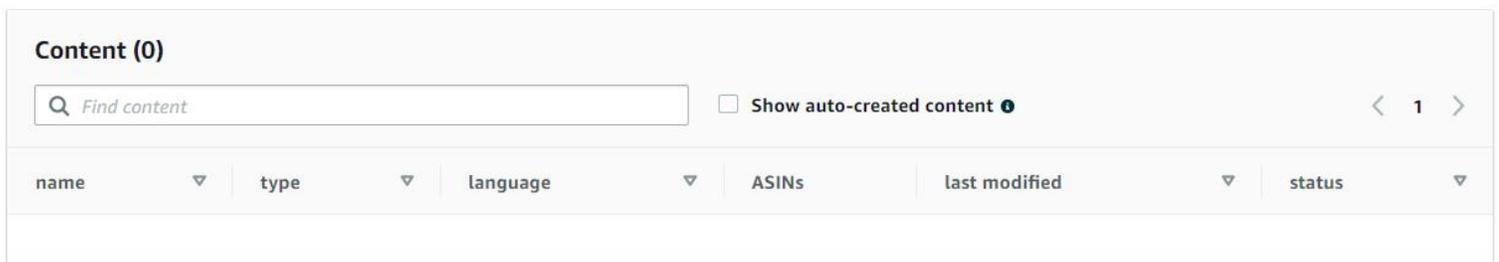
STEP 3: You can include the following **types of content** with A+:

- **Basic Enhanced Product Description**: More details on product features and uses to augment the bullet points and images on the main product detail page. These help customers to make buying decisions by proactively answering their questions.

- **Brand Story:** Educate customers about the history of the brand, as well as its values and product line(s).
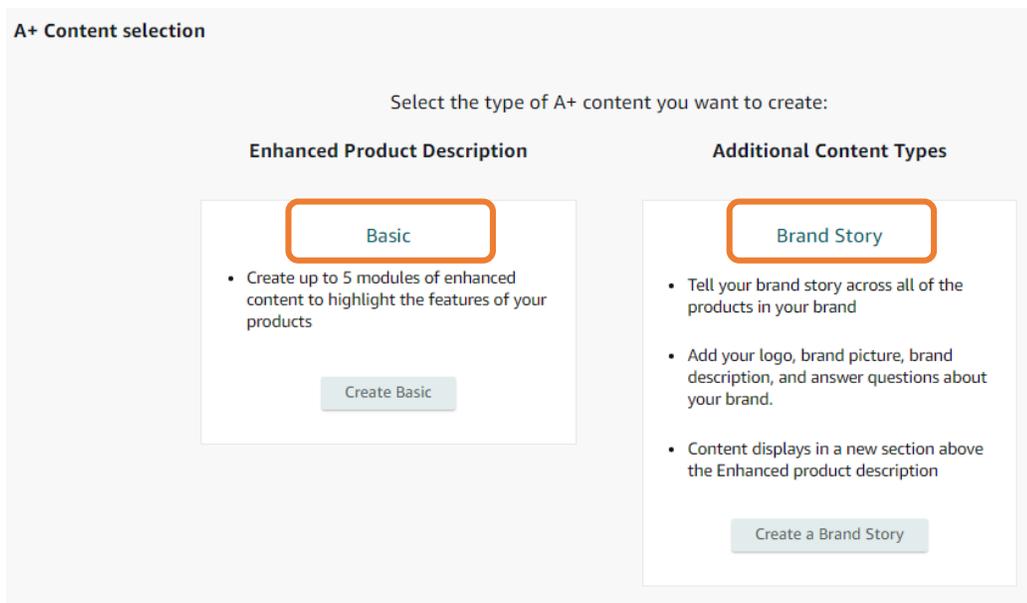
STEP 4: Create a **'Content Name'** under 'Content Details' to uniquely identify the content.

Use the '**Language'** drop-down to select the intended language of the A+ content. This section is required.

STEP 5a: Select one or more modules to create the style of your choice by clicking **'Add Module'.** Choose from one of the available modules. The module will be highlighted once selected. Once a module is selected, it's added to the content layout. Modules can be added one at a time.
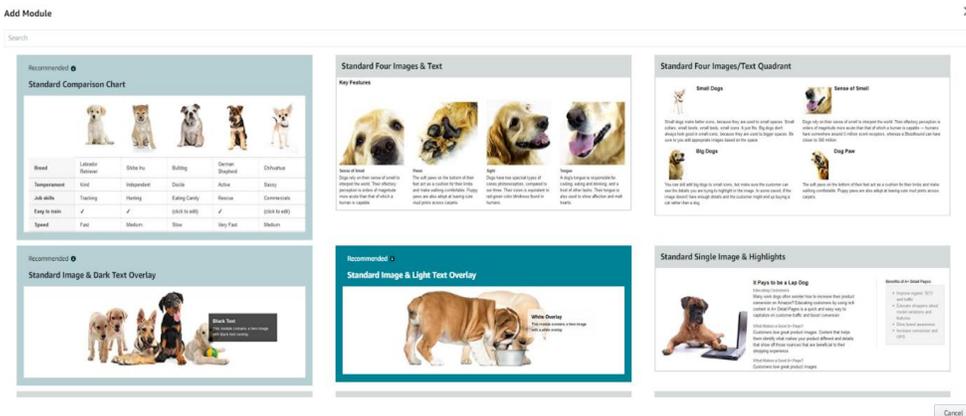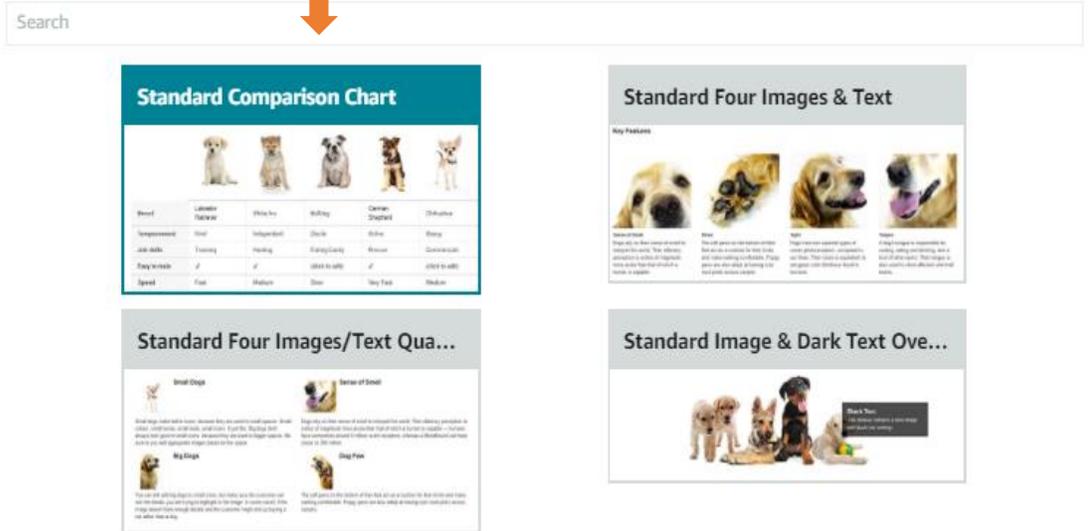
For ASINs shown up in A+ recommendations, A+ Content will badge up to 5 module recommendations.

STEP 5b: Re-order and/or remove the modules using the icons if needed.
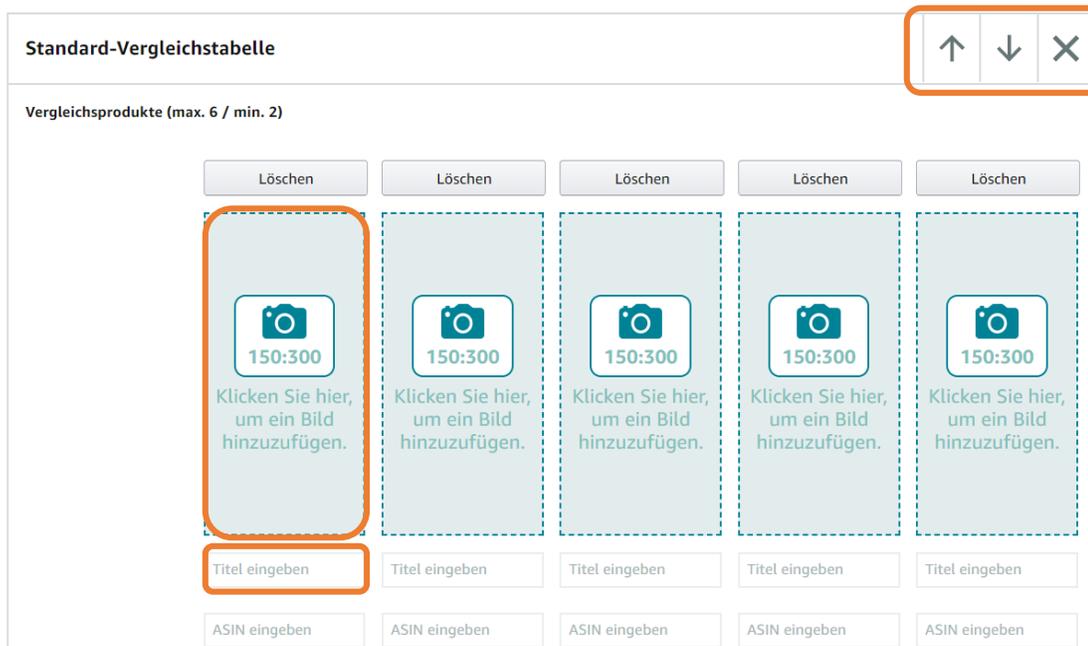
STEP 6a: Add text by

- typing into each available text field, or
- Copying & pasting text from a different locale file on your computer

STEP 6b: Add images by

- dragging and dropping into the '**Click to add image'** - uploader
- or choose an image in your **Creative Assets library.** The Creative Assets library includes images you previously uploaded in A+ Content or other programmes, such as Sponsored Brands, and allows you to categorise your images with tags and search, sort and filter the images based on size, last modified date and other criteria.

For modules containing images, it is required to upload an image. Certain text fields are also required, such as **image keywords** when uploading an image.

STEP 7: Click '**Next: Apply ASINs'** to associate one or more ASINs with the content. You can associate one or more ASINs with the created A+ content to have the content published to the detail page for those ASINs.

Tip: Saving your draft is best practice to avoid losing content.

A+ Content Manager > Enhanced Product Description > Edit   Cancel   Save as draft   **Next: Apply ASINs**

Content details Best practices

Create content   Apply ASINs   Submit   Approval   Published
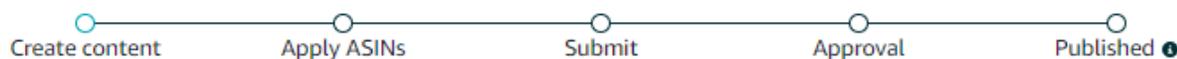
To apply ASINs you have two options:

1. From **'Add ASINs',** search for an ASIN within your catalog to apply to the content. ASINs results are returned based on ASIN Family. Check the boxes to select the ASINs/variations to apply ASINs to the content. Click **'Apply content'** when your selection is complete.

2. Use the **bulk upload function** if you want to apply this content to a large number of ASINs in your catalogue. You will be required to use Bulk upload if you want to add more than 1,000 ASINs.

The **'Applied ASINs'** section will display all the available ASINs chosen when searching for the ASIN(s). **Note:** You must add at least one ASIN before it will appear in the 'Applied ASINs'
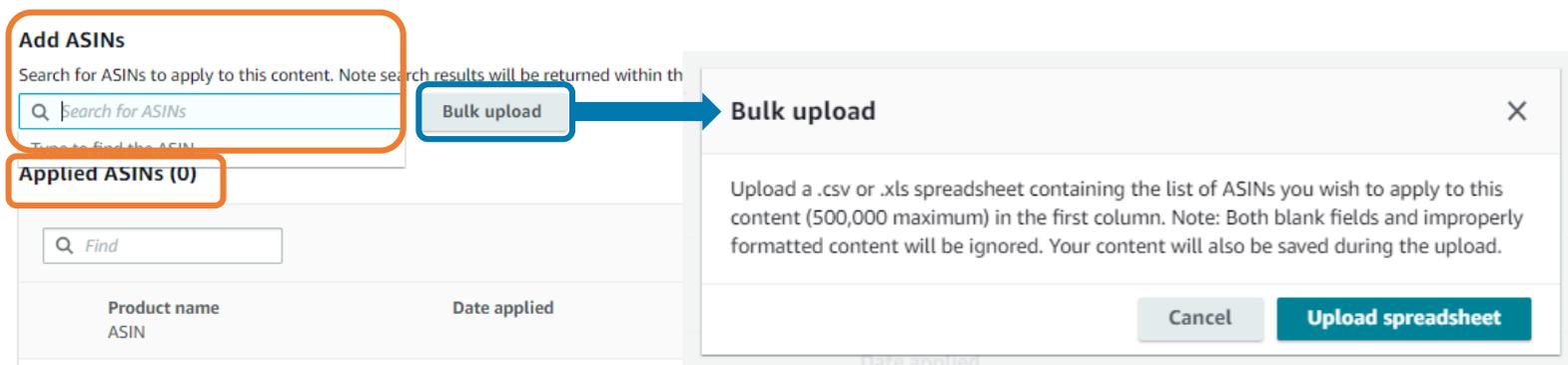
Click '**Next: Review and Submit**' to complete the process and review the final draft of your content, including the applied ASINs, before submitting for final validation and approval.
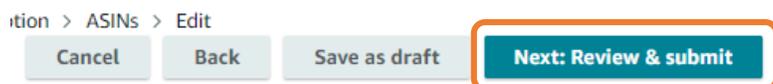
Note: Review can take up to **seven business days** (longer during periods of high volume). You can review the status in the A+ Content home page. If the A+ status is **'Not Approved'**, view the rejection reasons by clicking on '**Edit'** for a specific piece of A+ content and make needed changes. After the A+ content has been approved, it can take up to 24 hours to be published on the detail pages of the applied ASINs.

Amazon has specific terms and policies regarding types of content that may not be allowed, so review the A+ Content guidelines carefully.

Tip: Selling Partners and developers are able to create, access and manage A+ Content programmatically via API.

Developers can now access the following documentation on the Selling Partner API GitHub report:
SP API for A+ Content Management

MANAGE A+: EDIT CONTENT

You can manage the ASINs associated with the content directly from the Content details page.

1. Click **'Edit'** in top right corner
2. Check the boxes to select the ASINs/variations to manage the association with content.
   1. Click **'Remove'** in the top right corner to remove the ASIN from the content.
   2. You can duplicate existing content to create new content more easily by clicking '**Actions'**, then **'Duplicate'**. All content will be copied into the new version including module layout. Next you need to provide new name for the duplicated content.

MANAGE A+: CREATE LANGUAGE VARIATIONS

You can create a new language variation for other languages that customers use in a marketplace. For instance, because many customers in the United States choose to shop in Spanish rather than English, you can create a language variation for Spanish in the United States. This step copies your content and applied ASINs as drafts that you can use to add translated content. You will be able to individually review and submit these drafts later.

On content details page you can select one of the available contents to localize. Once done, go to the Related content tab and click the 'Create language variation' button.

There will be a prompt to select one or more available languages. Select applicable language variations and click 'Create'. This step creates language variations of content within a marketplace. To copy content across countries, see **Cross-country copying** on the next page.

Please note: This action does not automatically create a localized version of the original content. You need to go to the newly created version and add the translated text and/or specific images with translated text. Amazon may create language variations automatically for designated products.

MANAGE A+: A+ CROSS-COUNTRY COPY-AS-DRAFT FUNCTION

With the A+ Cross-country Copy-as-draft-function, SPs can transfer A+ from the created marketplace (e.g. DE) to other marketplaces (e.g. ES). When content is approved, A+ Content identifies other countries where you are doing business and copies drafts of the content into your account in those countries so that you don't need to recreate an A+ template in each country.

'Cross-country copying' will **automatically apply to content submitted for approval**. If you want to 'cross-country copy' any existing content, re-submit it for approval to automatically trigger cross-country copying.

BEST PRACTICES for A+ Content

TELL YOUR BRAND STORY

Use banner images to show your products in use. Feature your brand logo and add content to all of your ASINs in order to create a consistent brand experience.

KNOW YOUR CUSTOMERS AND THEIR PURCHASE BARRIERS

To help reduce returns and negative reviews, be sure to address your customers' most common concerns. Pull insights from customer reviews, returns, and customer communication to identify what topics you should cover.

UPDATE/REFRESH CONTENT

Update your content regularly to avoid details becoming outdated.

FREE FORM TEXT = IMPROVES SEO

Text and Image Keywords are indexed by Search Engines.

USE YOUR SPACE EFFECTIVELY

Diversify modules and avoid white space by Balancing text & images in A+ Content. Research available modules and create story-boards prior to adding content. Use the Comparison Table module to highlight features across your product line. This module is associated with higher sales lift.

EDUCATE ON PRODUCT VALUE

Help customers feel like experts on your product features and construction. Detailed explanations, with specific words and numbers, are associated with higher sales lift. Be helpful, friendly, and don't use a lot of general, "salesy" text.

USE PROFESSIONAL QUALITY IMAGES

High resolution images that highlight product features or show your product in use are associated with higher sales lift. Customers use this content to learn more about the product so avoid generic or lifestyle images that don't showcase the product. If you add brand text to your image, make sure it is large enough to be readable on mobile devices.

FOLLOW A+ GUIDELINES

Substantiate Claims.

Avoid Buzz Words

No Guarantee / Warranty Info.

KEEP AN EYE ON A+ RECOMMENDATIONS

A+ Content Manager Training   🔍 Search for ASIN or product   or   **Start creating A+ content**

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View more recommendations

#1 Recommendation

Hide   Create A+